

What is claimed is:

1. A method of allocating IPO securities comprising the steps of:
publishing criteria for a customer's participation in a rights offering by an issuer;
tracking purchases by the customer from the issuer; and
allocating a portion of IPO securities to the customer based on the purchases.
2. The method of claim 1, further including the step of receiving an indication of customer interest.
3. The method of claim 2, wherein the indication of customer interest is received via mail.
4. The method of claim 2, wherein the indication of customer interest is received via email.
5. The method of claim 2, wherein the indication of customer interest is received via a secure website.
6. The method of claim 1, further including the step of assigning a point value to each purchase by the customer.
7. The method of claim 6, wherein the step of allocating uses point values accumulated by the customer.

8. The method of claim 7, wherein the point values are calculated based on at least one of frequency of purchase, dollar value of purchase, and physical volume of purchase.

9. The method of claim 7, wherein the point value areas calculated based on customer profile.

10. The method of claim 1, further including the step of recording the purchases in a database.

11. The method of claim 10, further including the step of continually updating the database, wherein the customer is given access to the database.

12. The method of claim 1, wherein the customer is a potential customer.

13. The method of claim 1, wherein the customer is a former customer.

14. The method of claim 1, further including the step of registering the criteria with the Securities and Exchange Commission.

15. The method of claim 1, further including the step of publishing a plurality of criteria for the customer participation.

16. The method of claim 1, wherein a plurality of customers are given a right to participate in the rights offering.

17. The method of claim 1, wherein the purchase includes a purchase of goods.

18. The method of claim 1, wherein the purchase includes a use of services.

19. The method of claim 1, wherein the rights offering is an equity offering.

20. The method of claim 1, wherein the rights offering is independent of a total number of authorized shares, shares to be offered via the IPO, the ratios of already assigned shares to total authorized or IPO shares and any restrictions on stipulated dilution.

21. The method of claim 1, wherein the customer purchases include purchases in a formative stage of the issuer.

22. The method of claim 1, wherein the step of publishing includes the step of disseminating the criteria in at least one of print media, web site, mail, email, and trade show.

23. A system for allocating IPO securities comprising the steps of:
means for publishing criteria for a customer's participation in a rights offering by an issuer;
means for tracking purchases by the customer from the issuer; and
means for allocating a portion of IPO securities to the customer based on the purchases.

24. The system of claim 23, further including means for receiving an indication of customer interest.

25. The system of claim 24, wherein the indication of customer interest is received via mail.

26. The system of claim 24, wherein the indication of customer interest is received via email.

27. The system of claim 24, wherein the indication of customer interest is received via a secure website.

28. The system of claim 23, further including means for assigning a point value to each purchase by the customer.

29. The system of claim 28, wherein the means for allocating uses point values accumulated by the customer.

30. The system of claim 28, wherein the point values are calculated based on at least one of frequency of purchase, dollar value of purchase, and physical volume of purchase.

31. The system of claim 28, wherein the point values are calculated based on customer profile.

32. The system of claim 23, further including means for recording the purchases in a database.

33. The system of claim 23, further including means for continually updating the database, wherein the customer is given access to the database.

34. The system of claim 23, wherein the customer is a potential customer.

35. The system of claim 23, wherein the customer is a former customer.

36. The system of claim 23, further including means for registering the criteria with the Securities and Exchange Commission.

37. The system of claim 23, further including means for publishing a plurality of criteria for the customer participation.

38. The system of claim 23, wherein a plurality of customers are given a right to participate in the rights offering.

39. The system of claim 23, wherein the purchase includes a purchase of goods.

40. The system of claim 23, wherein the purchase includes a use of services.

41. The system of claim 23, wherein the rights offering is an equity offering.

42. The system of claim 23, wherein the rights offering is independent of a total number of authorized shares, shares to be offered via the IPO, the ratios of already assigned shares to total authorized or IPO shares and any restrictions on stipulated dilution.

43. The system of claim 23, wherein the customer purchases include purchases in a formative stage of the issuer.

44. The system of claim 23, wherein the means for publishing includes means for disseminating the criteria in at least one of print media, web site, mail, email, and trade show.

45. A reward system comprising:

a right of at least one customer of an issuer to participate in a public offering of the issuer; and

at least one published criteria for the at least one customer having a relationship with the issuer, the right being conditioned on the at least one customer assisting a market expansion of the Issuer in a formative stage, by making purchases from the issuer.

46. The method of claim 45, wherein the right is independent of a total number of authorized shares, shares to be offered via the IPO, the ratios of already assigned shares to total authorized shares and any restrictions on stipulated dilution.

47. The system of claim 45, wherein the purchases include a purchase of goods.

48. The system of claim 45, wherein purchases include a use of services.

49. A method for allocating initial public offering (IPO) shares comprising the steps of:

capturing data related to a customer's identification codes;

quantifying market penetration assistance provided by the customer via a purchase from an issuer, at a time of the IPO;

storing the data in a customer database file record for each specific customer;

comparing the data as stored in the customer database file with at least one pre published allocation formula; and

distributing IPO securities prior to the IPO to the customer based on the step of comparing the data.

50. The method of claim 49, wherein the method is performed by authorized personnel of the issuer, and

wherein a customer community is provided with individual scores to determine reward status prior to the IPO based on the data.

51. The method of claim 49, wherein the customer database file record includes a plurality of fields defining point levels to be achieved for market penetration assistance for earning a right to the distribution of the IPO securities, and

wherein the point values are computed for each field of the customer database file record to create a relationship score.

52. The method of claim 51, wherein point values are computed based on at least one of frequency of purchase, dollar value of purchase, and physical volume of purchase.

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